

CONSUMER PREFERENCE OF UPI OVER MOBILE WALLETS AMONG STUDENTS

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ABSTRACT

The relevance of the UPI in the day-to-day lives of UPI users is examined in this study. When moving money from one account to another, UPI saves a lot of time. With UPI, everyone with a UPI ID will be able to send and receive money straight from their bank account. Instantly transfer money to your bank account. As time goes on, it gives the notion of digital banking a deeper significance. One of the most important components of digital banking is saving. UPI is one of the most complicated and difficult systems to understand. the world's most advanced payment infrastructures It utilises a VPA address, which is comparable to an email address. This VPA is one-of-a-kind, and no phoney id can be made with it.

Another major benefit of the UPI is that it allows the government to provide various services. Incentives are provided, as well as support for the entire system. The government is a big supporter of UPI. It has announced incentives for digital payments, particularly UPI-based payments and fund transfers, and has lowered several taxes. Customers will benefit from the Lucky Grahak Yojana, while retailers will benefit from the Digi Dhan Vyapar Yojana. If you pay online, you can win cash rewards worth up to one crore rupees. More individuals are interested in digital payments as a result of these incentives and exemptions.

INTRODUCTION

The Unified Payments Interface (UPI) is a real-time payment system designed by India's National Payments Corporation to make interbank transactions easier. It's based on the NPCI's IMPS (Immediate Payment Service) protocol. There has been a dramatic surge in various digital ways of payment in India since the smartphone revolution, with nearly 200 million individuals having internet access in 2018. Both the payer and the payee use digital modes to transfer money in digital payments. E-wallets like Paytm and MobiKwik dominated the market in the beginning.

Online or mobile wallets, preloaded cards, Debit/RuPay cards, AEPS, USSD, and UPI are some of the digital payment options available in India. NEFT (National Electronic Funds Transfer), RTGS (Real-Time Gross Settlement System), DD (Demand Drafts), Cheques, IMPS (Immediate Payment Service), Net banking, and Mobile banking are some of the payment instruments available in the banking business. Individuals, on the other hand, required a simpler and less complex method of payment. The failure to meet this requirement has pushed people away from traditional banking and toward digital payment methods, which are becoming increasingly popular. Here are the various types of digital payments available in India today: Mobile or online wallets: They are accessed over the internet and by the mobile apps

Money is commonly stored on the app via disbenefit, credit card, or net-banking recharges. Following tone-protestation andRs. after KYC verification, the consumer concatenation limit isRs. per month, and the trafficker concatenation limit isRs. per month. Credit cards repaid Pre-loaded into the bank account of existing. It's similar to a gift card in that customers can make transactions using funds on the cardboard rather than bank-issued credit. is a form of ambulatory recharge that can be recharged up to a certain limit. RuPay/Disbenefit cards These are linked to the bank account of a real person. It can be found at stores, ATMs, online holdalls, micro-ATMs, and online transactions. In India, benefit cards have surpassed credit cards. In December 2015, the number of disbenefit cards reached 630 million, up from 22.75 million in 2014. AEPS The Aadhaar Enabled Payment System employs the 12-digit Aadhaar number to enable bank-to-bank transactions at the point of sale. Balance inquiries, cash withdrawals, cash deposits, and Aadhaar to Aadhaar fund transfers are all available through AEPS. Unshaped Supplementary Service Data-based mobile banking is known as USSD. It's linked to the trafficker's bank account and can be used to make payments up to Rs. each day per client via mobile on the GSM network. .. The UPI in India has increased from 0.9 billion in December 2016 to 96.4 billion in December 2017, demonstrating the country's incremental progress. In December 2018, UPI transactions increased by 18 percent to 620.17 million, up from 524.94 million the previous month. According to reports, the total figure for 2018 is 3 billion. It has increased in value seven times from the same month in 2017. Also, agreements have increased by 25% month over month, and we've already passed the 1 lakh crore mark for the first time in 2018. A graph 1 depicting the exponential growth of digital payments since demonetization is shown below.

Deals are increasing in comparison to other electronic modes, thanks to the government's introduction of the BHIM app, a UPI-based operation. So, what exactly is UPI and why is it better than ewallets? The United Payments Interface (UPI) aims to be a system that connects various bank accounts to a single mobile platform (of any sharing bank). It combines several banking functions, assures flawless fund routing, and facilitates trafficker payments. It enables peer-to-peer fund transactions. UPI is an open source, secure, low-cost, easy-to-use, and adaptable system. UPI offers a flexible framework that allows you to move your money around in a straightforward, hassle-free manner, 24 hours a day, seven days a week, including bank holidays. It is also quicker than e-wallet transactions.

STATEMENT OF THE PROBLEM

Online banking is a relatively new concept, and most banks have begun to employ it. People in today's fast-paced world will not have time to wait in huge lines at banks and ATMs. Numerous mobile applications and interfaces for transfer of funds and payments were introduced by the government of India, various investment firms, and other tech professionals with amazing ideas in this respect. People/users confront obstacles such as security concerns and the lack of payment mechanisms at small vendor businesses when utilising these mobile applications. Although UPI is a commonly used term nowadays, many people are unfamiliar with it because they are only aware of applications that use the UPI interface. Following the launch of UPI, several services that has used e - wallets now employ UPI as a mechanism of currency transfer, causing consumers to become confused. As a result, this research is based on the project title. "A Study on the patron preference of UPI over mobile wallet among student of Galgotias University Noida".

NEED OF THE STUDY

Mobile wallets are a type of payment service that allows businesses and people to send or receive money using their smartphones. Because of its comfort and ease of use, it's a form of e-commerce strategy that's designed to use with portable devices. Mobile wallets are often referred to as mobile money or mobile money transfers. CONSUMERS PREFERENCE OF UPI OVER MOBILE WALLETS was the title of the study. This research looked into customers' preferences for utilising mobile wallet for cashless payments, their degree of satisfaction with using mobile wallets, and the challenges they confront when using mobile wallets.

REVIEW OF LITERATURE

1. Mishra (2017), The government has chosen to set digital targets for banks and payment companies, according to her research. The government is looking into ways to encourage railway merchants and customers who use digital systems, as well as food and civil supplies through the five lakh ration shops. In addition, the government plans to educate the public about digital payments. The procedure of demonetization was not well-planned. Demonetization was the first step toward making India truly digital.

2. Bhakta (2017), Digital payments increased by 57 percent year over year in the previous fiscal, with mobile wallets more than doubling and card payments increasing by 44 percent, thanks to a strong government push, particularly following demonetisation. He further claimed that Aadhaar-enabled payment systems and the government-backed Unified Payments Interface (UPI) have crossed the \$8.8 billion transaction threshold. He also highlighted details from an interview with AP Hota, MD, NPCI in his piece. He stated that he hopes to see an increase in UPI as the use of the RuPay card grows.

3. Arpita Pandey and Mr. Arjun Singh Rathore (2018) in their study regarding the "Impact and Importance of Digital Payment in India", Advantages of digital payments India excels in every sector by providing greater protection and safety than cash, as well as by improving lifestyles through the adoption of

cutting-edge technologies for globalisation and modernization, which leads to growth. The Indian government's actions and policies allow Indian society to obtain knowledge and understanding. meet the goal of 25 billion transactions BharatQR codes were issued to 1 lakh merchant locations this year, with another 93,000 scheduled for next year. RuPay cards processed approximately 87.5 million transactions online and 195 million transactions at point-of-sale terminals.

4. In her paper "Demonetization: Impact on Cashless Payment System," **Manpreet Kaur (2017)** found that The cashless transaction system is gaining popularity day by day, as the market becomes more globalised and the financial sector expands. As a result, more individuals are switching from cash to cashless transactions.

5. **Singh and Verma (2016)** Because of the potential of digital payment systems, consumer awareness of mobile payments is expanding by the day (Woodward, 2016). The unique aspect of UPI is that it allows customers to move money between banks rather than to their wallets, and they can use several bank accounts.

6. **Rajawat (2017)** Payments using mobile phones have been around for a while and are about to take off (Dalberg, 2008). Convenience, security, and cost are all advantages of using a digital wallet to transfer money.

OBJECTIVES OF THE STUDY

- To comprehend the UPI system as well as other payment options.
- To determine how consumers feel about digital payment applications..
- To investigate the factors that influence the adoption of different digital payment methods.
- To comprehend the difficulties that users have when utilising mobile wallets.

LIMITATIONS OF THE STUDY

- Many people are unfamiliar with the term UPI since they do not go deeply into the programmes they use
- This research only looks at a tiny, congested sample space.
- Because different mobile wallet programmes use UPI as an interface to transfer money, individuals may confuse wallet for UPI; therefore, an effort should be made to ensure that they fully comprehend the concept.
- The study has been conducted over a very limited time period of one month. The time period of study was short is one of the main limitations of this research study

- The data collected during the study is based on a small sample group of respondents and the data may not represent the entire population. The data shows the point of view of selected Individuals and not the entire population
- The choice of question may have limited respondent's response.

ANALYSIS AND DISCUSSION

1 RESPONDENT'S DEMOGRAPHIC PROFILE:

STATUS		RESPONSE	PERCENT %
AGE OF RESPONDENT	Under 18	20	25
	18-24	60	75
	Total	80	100
GENDER OF RESPONDENT	Men/Males	46	57.5
	Women/ Female	34	42.5
	Total	80	100

INTERPRETATION :

The demographic profile of college respondents is shown in the table above. There are 46 men and 34 women among the 80 respondents. According to the age category of the respondents, 25% of the respondents are under the age of 18.

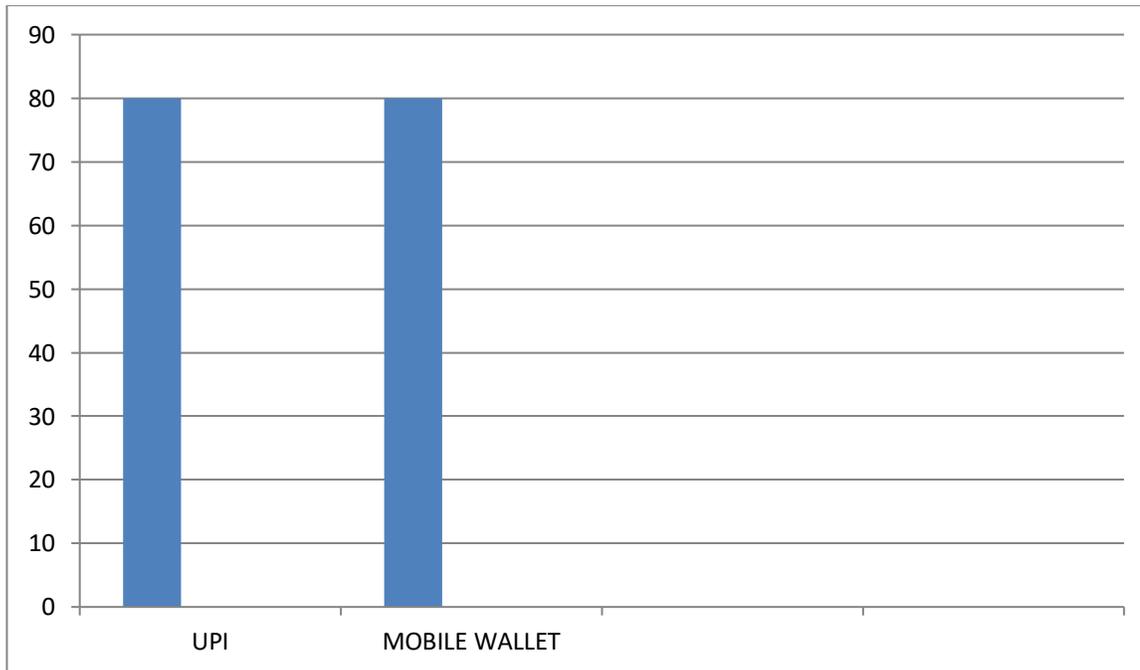
According to the table above, 75% of responders are between the ages of 18 and 24. The bulk of responses are between the ages of 18 and 24. And, according to the gender classification, males use mobile wallets at 57 percent and females use them at 42 percent.

2 FAMILIAR WITH UPI PAYMENTS

SL.NO	FACTOR	NO.OF RESPONDENT	PERCENTAGE OF TOTAL
1	YES	80	100
2	NO	0	0
	TOTAL	80	100

2.1 FAMILIAR WITH MOBILE WALLET

SL.NO	FACTOR	NO.OF RESPONDENT	PERCENTAGE OF TOTAL
1	YES	80	100
2	NO	0	0
	TOTAL	80	100



INTERPRETATION :

The above tables shows that 100% students are familier with UPI payments and mobile wallets both.

3 ACCOUNT IN BANK :

BANK	RESPONDENT	% PERCENT
SBI	23	28.75
HDFC BANK	18	22.5
ICICI BANK	14	17.5
CITY BANK	3	3.75
OTHER BANK	22	27.5
TOTAL	80	100

INTERPRETATION :

According to the above table and chart, 23 (28.75 percent) respondents have accounts with State Bank of India, 3 (3.75 percent) respondents have accounts with City Union Bank, 14 (17.5 percent) respondents have accounts with ICICI bank, and the remaining respondents have accounts with Axis bank, Syndicate bank, Bank of Baroda, Indian overseas bank, and others in Galgotias University's Faculty of Commerce.

4BANK FACILITIES :

BANK	RESPONSE	PERCENTAGE
PRIVATE BANK	64	80
GOVERNMENT BANK	16	20
TOTAL	80	100

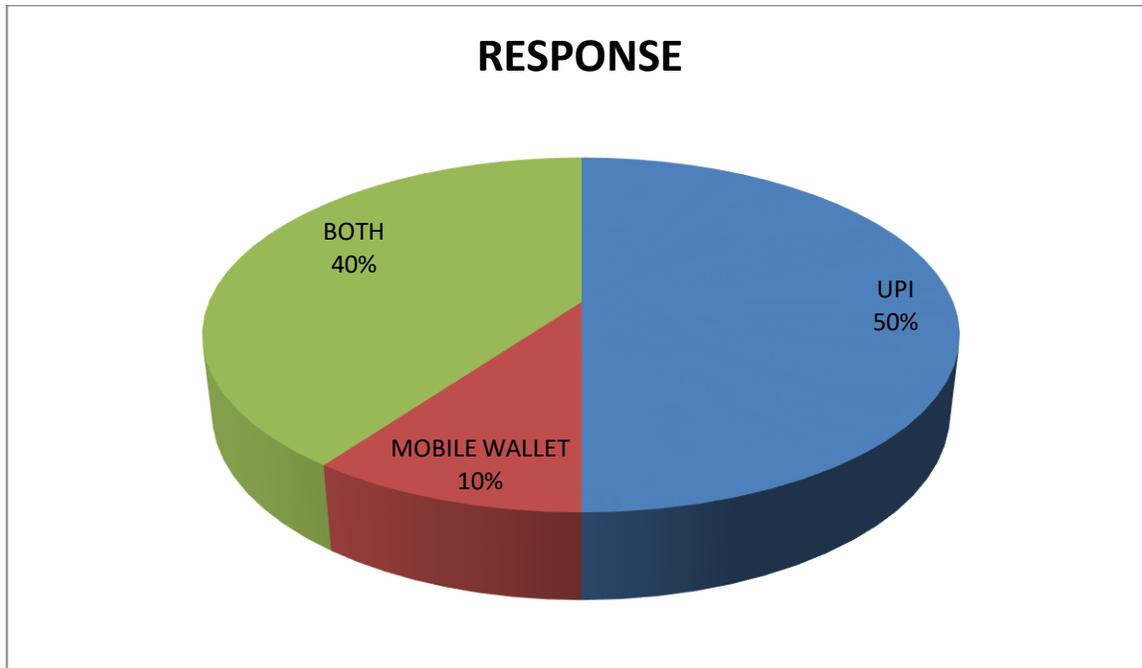
INTERPRETATION :

We can deduce from the responses that private banks offer a number of features that are not available through government banks. Private banks give more facilities, according to 64 (80%) respondents, whereas government banks provide more facilities to 16 (20%) respondents.

5 UPI OR MOBILE WALLET :

	RESPONSE	PERCENTAGE
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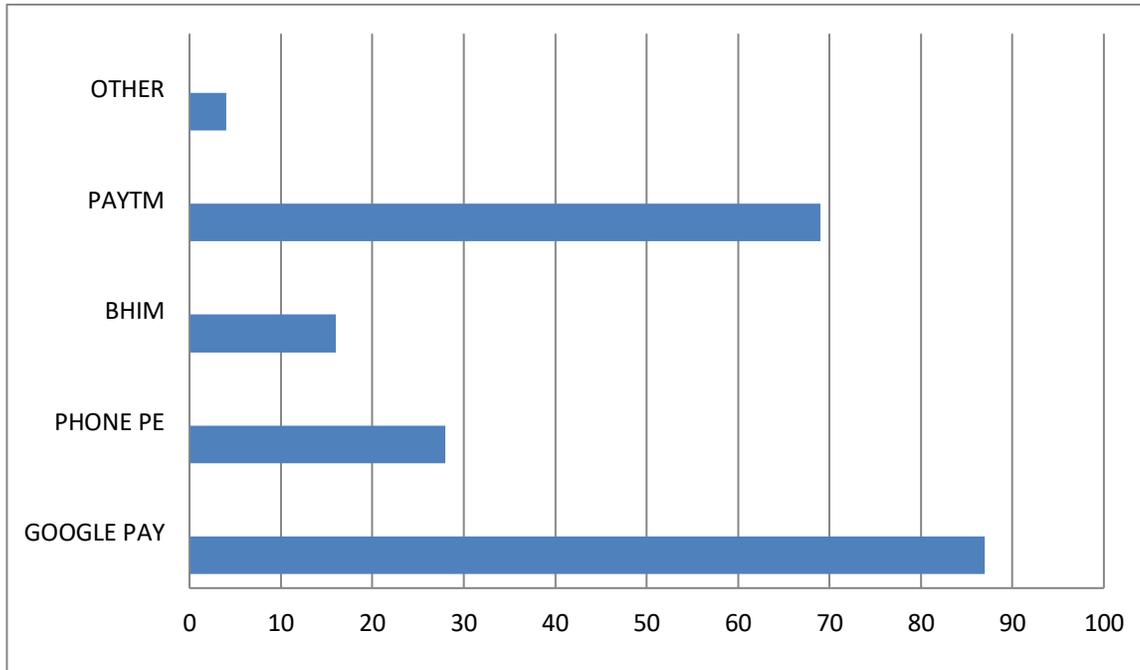
UPI	40	50
MOBILE WALLET	8	10
BOTH	32	40
TOTAL	80	100



INTERPRETATION :

According to the above table and chart, 40 (50 percent) respondents use UPI for their daily transactions, while only 8 (10 percent) respondents use Mobile wallets, and the remaining 32 (40 percent) respondents use both UPI and Mobile wallets for their daily transactions.

6 UPI BASED APPLICATION :

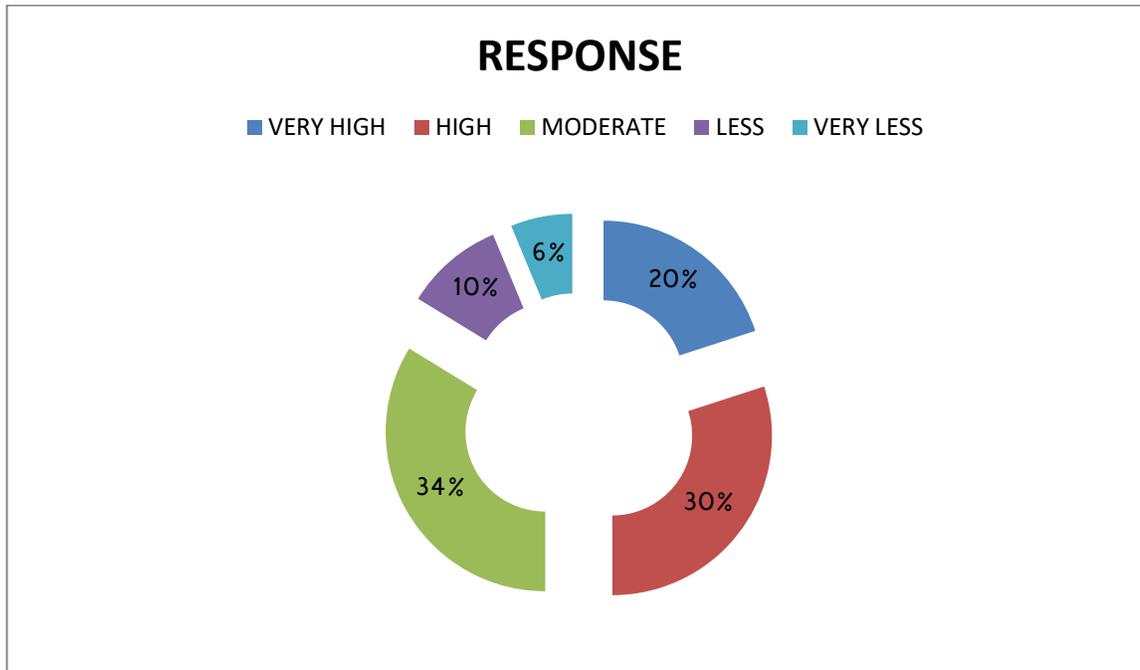


INTERPRETATION :

According to the graph above, the majority of respondents use Google Pay and Paytm for their transactional needs. Various programmes like as Phone Pe, BHIM, and Amazon Pay are also used by the study respondents. This demonstrates the extent to which UPI has persuaded students to use digital payment systems.

7 USAGE OF UPI BY THE STUDENTS :

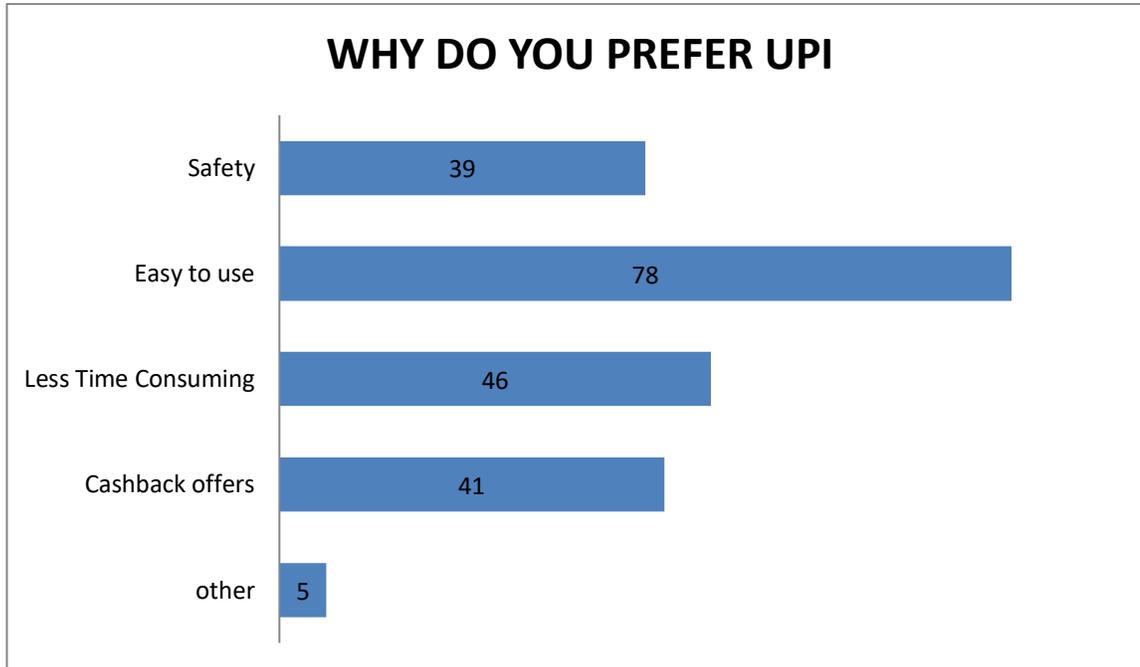
USAGES	RESPONDENT	PERCENT %
VERY HIGH	16	20
HIGH	24	30
MODERATE	27	33.75
LESS	8	10
VERY LESS	5	6.25
TOTAL	80	100



INTERPRETATION :

Students use UPI as their daily application for numerous financial transactions, given the increased need for mobile phones and the increasing digitalization of nearly everything. Around 75 percent of respondents (93.75 percent) said they use UPI frequently for their daily transactions.

8 PREFERENCES OF USING UPI



INTERPRETATION:

According to the graph above, practically everyone likes to utilise UPI because it is simple to use. Other benefits of UPI that encourage students to use it include cashback offers, security, and the potential to save time. The cashback feature of UPI is one of the most generally discussed features, making it one of the most desired money-transfer interfaces. This feature also replaces the previously available mobile wallets and IMPS options.

9 FINANCIAL TRANSFER :

	RESPONDENT	PERCENT %
1-250	19	23.75
250-500	23	28.75
500-1000	19	23.75
1000 And above	19	23.75
Total	80	100

INTERPRETATION :

According to the graph above, practically everyone likes to utilise UPI because it is simple to use. Other benefits of UPI that encourage students to use it include cashback offers, security, and the potential to save time. The cashback feature of UPI is one of the most generally discussed features, making it one of the most desired money-transfer interfaces. This feature also replaces the previously available mobile wallets and IMPS options.

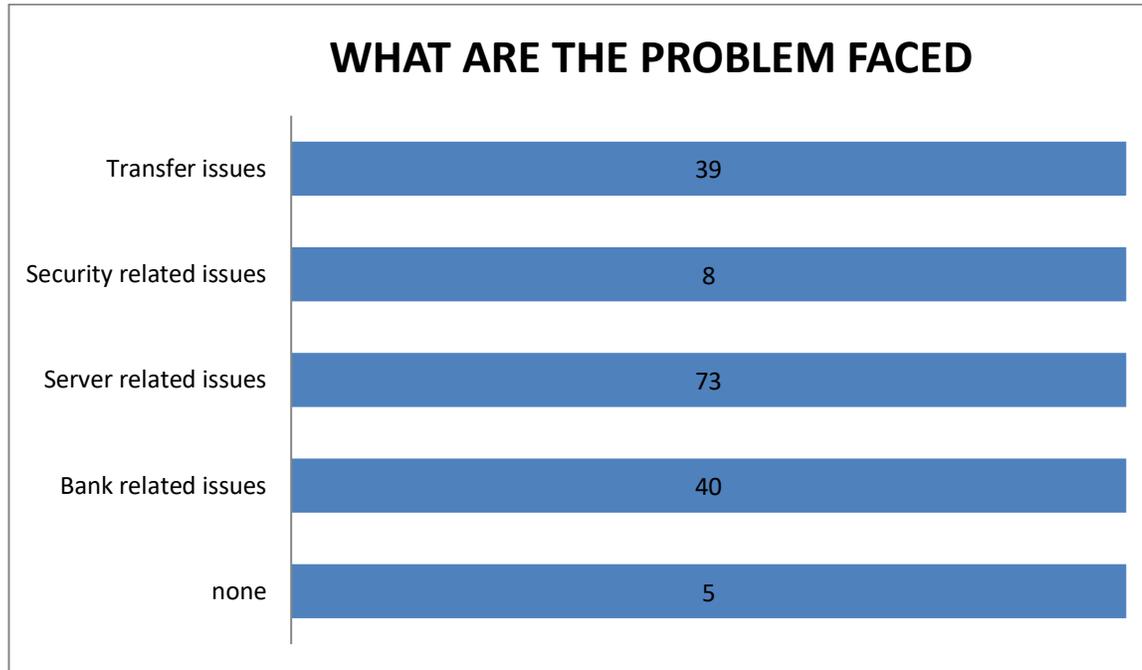
10 PROBLEMS BY USING UPI :

YES/NO	RESPONDENT	PERCENT %
YES	56	70
NO	24	30
TOTAL	80	100

INTERPRETATION :

The majority of respondents (56 percent) said they had no difficulty utilising UPI. While 24 (30%) of respondents said they had problems utilising UPI. These concerns could be anything from network issues to security issues to anything else..

11 PROBLEMS FACED BY UPI



INTERPRETATION:

The graph above demonstrates that the majority of respondents had server-related issues such as momentary failures, network failures, and so on. Other important issues are transfer troubles, which are caused by the same server faults. Other concerns include security issues and banking challenges.

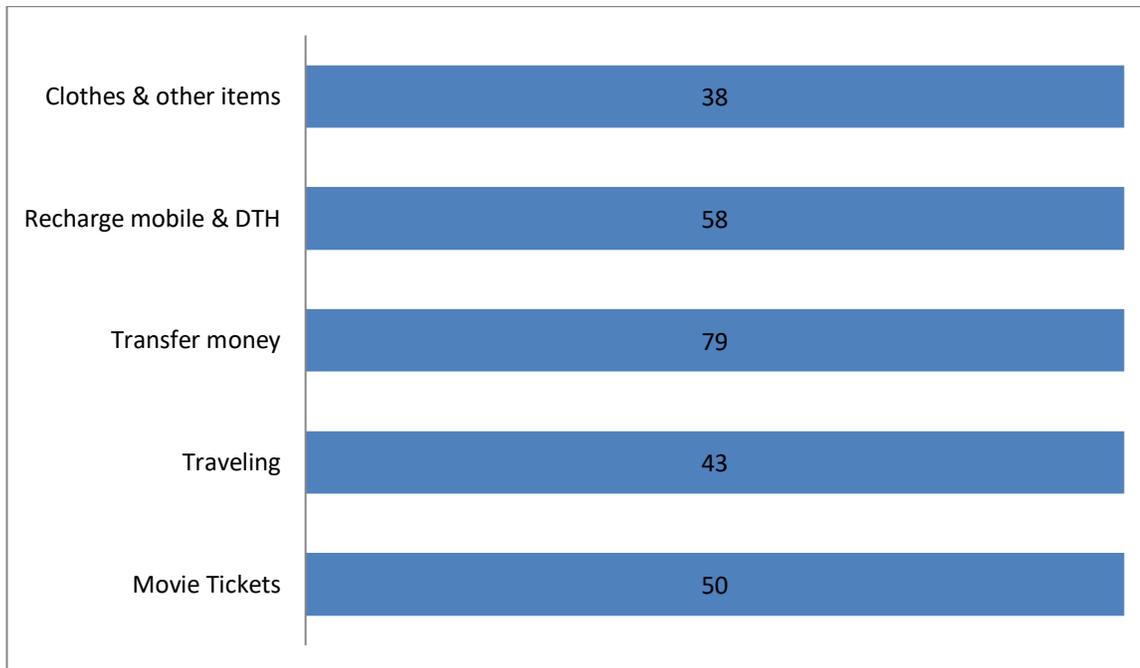
12 OPINION OF TH UPI SAFETY

	RESPONSE	PERCENTAGE
Very high	12	15
High	28	35
Moderate	32	40
Less	6	7.5
Very less	2	2.5
Total	80	100

INTERPRETATION :

UPI is safe for 40 (50%) of respondents, which means that UPI is safe for half of the respondents. UPI makes 32 (40 percent) of respondents feel relatively safe, while the remaining 8 (ten percent) do not feel safe.

13 PREFERENCE OF USING UPI IN PURCHASING



INTERPRETATION :

The majority of respondents use UPI to send money to their friends and family, owing to its convenience of use and the fact that it is a secure bank-to-bank transfer. Then the respondents use UPI largely for recharging mobiles and DTH and to purchase movie tickets. The rest utilise it to book trip tickets and purchase clothing and other necessities for their immediate needs. Students, according to the survey, utilise this practically all of the time because it saves them the inconvenience of carrying wallets..

14 IS THE UPI SERVICE USEFUL?

	RESPONDENT	PERCENT %
Extremely Useful	20	25
Very useful	47	58.75
Somewhat	11	13.75

Useful		
Not so useful	1	1.25
Not at all useful	1	1.25
Total	80	100

INTERPRETATION :

Almost 70 percent of respondents believe UPI's services are safe and will use it almost every time they need to. Only one out of every two respondents finds UPI to be inconvenient. This may be owing to their misconceptions of security reasons and many more. This can be remedied by raising student awareness to a high level.

15 SATISFACTION WITH UPI APPLICATION

	RESPONENT	PERCENT %
Very satisfied	22	27.5
Satisfied	41	51.25
Neutral	16	20
Unsatisfied	1	1.25
Very Unsatisfied	0	0
Total	80	100

INTERPRETATION :

According to the table and graph above, 63 (78.75 percent) respondents are extremely satisfied with UPI. The remaining 16 (20%) respondents are unconcerned about utilising UPI. And only one responder is extremely dissatisfied with UPI.

16 IN THE FUTURE, THE USE OF UPI

	RESPONDENT	PERCENT %
Very likely	33	41.25
Likely	36	45
Neither likely nor unlikely	8	10
Unlikely	3	3.75
Very unlikely	0	0
Total	80	100

INTERPRETATION

69 (86.25 percent) of respondents said they are highly likely to utilise UPI for their daily transactions in the future, while 8 (10 percent) said they are still unsure. Out of 80 respondents, three (3.75 percent) are adamant about not using UPI in the future. This could be due to a variety of factors, including server difficulties, security concerns, and so on.

17 RECOMMENDS UPI TO OTHERS

	RESPONDENT	PERCENT %
Very likely	28	35
Likely	42	52.5
Neither likely nor unlikely	8	10
Unlikely	2	2.5
Very unlikely	0	0
Total	80	100

INTERPRETATION

Only 70 (87.5%) of respondents are interested in suggesting and recommending UPI to others, according to the above table and chart, while the remaining 10 respondents are not interested in suggesting UPI to others.

FINDINGS OF THE STUDY

- The majority of UPI users are between the ages of 18 and 24.
- Males are more likely than females to use UPI.
- When compared to postgraduates and research scholars, undergraduates use UPI more.
- The majority of respondents have accounts with the State Bank of India and the HDFC Bank.
- According to the information gathered, private banks offer more services than government banks..
- From the 80 respondent all are fully familiar about both UPI and mobile wallets .
- The majority of respondents use UPI instead of mobile wallets, and a few others include both UPI and digital wallets. This is due to the recent incorporation of UPI in digital wallet apps.
- The majority of respondents utilise UPI-based applications such as Google Pay and Paytm, while a small percentage use other apps such as Phone Pe and Amazon Pay. The NPCI-developed BHIM application is lagging behind due to frequent crashes.
- Students typically utilise UPI for day-to-day transactions.
- Students are attracted to UPI because of special features such as money back offers and the fact that it takes less time.
- The majority of students use UPI to send 250-500 rupees to others. Students do not require a lot of transactions.

- The major issue that the respondent students confront is server-related issues, such as a message on the screen indicating that a transfer is being processed. Among other concerns, there is a problem with the BHIM programme, which keeps crashing while in use.
- Over than half of those polled believe it is safe to utilise UPI-based apps.
- Because this research is being performed among students, they mostly utilise UPI to send money, recharge phones, and purchase movie tickets. This is primarily owing to the cashback rewards offers made available by these apps to its customers.
- More than 80% of respondents believe that using UPI services is convenient.
- The majority of respondents are satisfied with UPI, while others remain undecided.
- Nearly 90% of respondents indicate they will be using UPI in the future.
- The majority of responders want to advocate and recommend UPI to others.
- The majority of responders want to advocate and recommend UPI to others.

SUGGESTION OF THE STUDY

- Reducing server and application difficulties may assist in increasing UPI users.
- Organizing awareness activities might also help to enhance consumer numbers.
- .If the reward is better, people will advise and recommend it to others.
- UPI should devise enticing offers such as cash back on reservations and other transactions.
- Women use UPI less than males, but this can be changed by holding awareness initiatives in women's institutions.
- The majority of individuals are unaware of UPI. As a result, the UPI should use advertisements and awareness programmes to raise public awareness.
- E-commerce platforms such as Amazon and Flipkart should accept UPI. Because this function was only recently added, students are unaware of it.
- UPI should focus on developing new approaches to enable illiterates learn how to use UPI.
- In many regions, internet connectivity should be improved.
- A digital literacy awareness campaign should be launched, as many people are tricked in some form.

CONCLUSION

This study looked into students' preferences for UPI over mobile wallets as a cashless payment option. It also intends to discover customers' preferences for using mobile accounts for cashless payments, their degree of satisfaction with digital payment and UPI, and the challenges they confront while using UPI and mobile wallets.

We may deduce from the above study that the UPI will give way to digital transactions on a massive scale. Students in India are already utilising UPI for regular daily transactions, and it is expected that everyone will follow suit shortly. The use of UPI should rise among females as well, with sufficient awareness and education. Another strategy to grow your customer base is to implement a more rewarding system. The server faults must be resolved immediately, or UPI would lose potential users, resulting in the interface's demise. As a result, we can infer that UPI is more practicable than mobile wallets.